



Brutal Simplicity of Thought: How It Changed the World

M&C Saatchi

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Simplicity looks easy. It's not. It's easier to complicate than simplify. This book presents stunningly simple examples of concepts that have changed the world - from the single piece of paper that became the American Declaration of Independence, giving birth to the most powerful nation in the history of the world, to the symbol and line that enables us to write music. Thought-provoking and incisive, *Brutal Simplicity of Thought* is the distillation, in words and pictures, of the Saatchi method of creativity.

Whether you are a student, a manager, self-employed or a CEO, this book has something to teach us all: simplicity rules.

Brutal Simplicity of Thought: How It Changed the World Details

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From Reader Review Brutal Simplicity of Thought: How It Changed the World for online ebook

Dean says

This book is an offshoot from a training manual used by Saatchi employees - within its pages are snippets elaborating the philosophy of distilled simplicity that has guided Saatchi over the years. While the point is clearly articulated and the examples often razor sharp, the ethos of 'simplification' seems to be taken to the extreme as some portions could've benefited with expanded context.

Mimi Toure-Gorham says

Reading a book in 20 minutes is something new. The cover, font and spaces, all contribute to the visual experience. I'm not used to a book doing this.

I didn't enjoy reading it and I found that the "eureka" moments were perception rather than fact. A great idea today is not always a great idea tomorrow, context and timeline contributed to these "inventions" being innovative.

I also felt that everything led up to the last message, which was silly to say the least and also deceiving. Books shouldn't do that.

K says

The first thing that struck me about this book was its design. I read through several pages in the body before buying it at our local library's second-hand sale. Only after I got it home did I read the introductory text - which I found to be quite useful and pertinent. I'd say even more than the rest of the book.

The book within its (mostly empty) pages, raises a simple question such as "How do you hear from the dead?" and "How do you rule half the world?" and outlines in a few words how it was answered or solved. While I didn't find most of the solutions simple (creation of velcro or the zipper, where all engineering problems innovatively solved or the French revolution) the book did serve the purpose for me, of asking the right questions - or pointing out folks asking some simple, often uncommon questions, resulted in real solutions. The earlier portion of the book that for instance highlighted Liberty, Equality and Fraternity as a simple slogan that changed the world, was more in keeping with the promise or premise of the book. Having said all that, I found every page to be thought provoking and as Roger Van Oech put it A Whack on the Side of the Head

I've already found myself going back to it repeatedly and thumbing through when taking breaks - so a

definite keeper!

My Nguyen says

Entertaining and fascinating in the way it tells how creative ideas are derived from "brutally" simple approaches. Unsurprisingly, the book itself, from design to content, is also an example of simplicity, more or less simplism, which is suitable for relaxing reading and brain teasing but not much knowledge and information contained and thus requires minimum concentration and comprehension.

Sue Smith says

An easy read with some thoughtful insights. Can't say if the words were always the reason for something to happen but their boiled-down, bare-boned final sayings are usually what we remember or what we use as a slogan or an ad campaign.

Effective if it's seen or mouthed enough.

Matt says

More marketing manifesto than literary book, **Brutal Simplicity of Thought** provides a historic trove of product examples that have thrived on the currency of a simple idea.

While the text carries within it many references of note, I favoured the insight delivered via Winston Churchill as it emphasises the disproportionate challenge that practitioners of simplicity must address.

Winston Churchill was a great believer in simplicity. He liked to quote Blaise Pascal's letter to a friend that started:

"I didn't have time to write a short letter, so I wrote a long one instead".

It's a quick read and worthy of a brief dalliance, if only as a reminder to pursue simplicity in design, communication, and the over arching concepts we each bring to into this world.

Loy Machedo says

On what seemingly appears to be a book written by the legendary founders of the most influential advertising agencies in UK history, sharpens itself invariably to be a signature work of the agency - M&C Saatchi.

So what's this book about?

Thought provoking ideas encapsulated into a brilliant corporate brochure containing complicated simplicity with aesthetically creative singular images and lucid thoughts printed on a heavenly background of vast white nothingness.

Where the tendency inclines towards romancing this book with a quickie and respectfully bidding it goodbye on the shelves of your other one-time lovers, there is a profound undercurrent to this creative little work.

However, I will not serve your lustful curiosity and expose it all. This 30\$ book of creative celebration is as small as a bikini and something like what Garrison Keillor quoted when he was asked to define one stating, "A girl in a bikini is like having a loaded pistol on your coffee table - There's nothing wrong with them, but it's hard to stop thinking about it."

This book has the same effect.

Overall rating – 6.5 out of 10.

Alida says

Read this book in a sitting. It's just that easy. But the examples are quite revealing. No wonder Saatchi has dominated the advertising market for so long.

My two favorites questions? - How do you make densely populated areas pleasant? and How do you make people behave? For the answers you have to read the book.

Kirti Vardhan says

If you finding hard to finish your reading challenge for this year, this one up will be a cake walk. 20 minutes and done.

Although, it was a short read but had some deep insights. White space is brilliantly used with nice visuals. Overall it was an average read.

I-Chen Tsai says

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<https://www.facebook.com/ichentsai.md...>

Ros?a says

Tato kniha pro m? byla ho?kým zklamáním. Pln? jsem podlehl dojmu z obálky a rázného názvu, jen abych následn? otev?el n?kolika stránkovou brožurku, kde je pouze n?kolik obecných postulát? na téma "v jednoduchosti je síla".

Bohužel p?i koupi v elektronické verzi jsem byl bez možnosti zv?t?it podraz za pomoci útlosti brožurky nebo prolistování. Kniha mi v?bec nic nedala a nestála ani za ten peníz, který jsem za ni dal.

Faz says

"This book started life as a training manual for Saatchi employees.."

How apt. Everyone who is responsible to design any communication plan, nay - any communique, needs to read this book. Lesson learned: gorgeous ideas (and executions) begin with a fantastic insight that sparks great questions.

This book reminds that simplifying things is never about insulting the audience's intelligence. It's about clarity of thought.

Mark says

The best thing about this book is that I was able to read it in 10 minutes. The worst is what I would have felt had I paid the \$12 hardbook price for this collection of mini-histories and aphorisms from the wealth marking firm.

Two favorite little factoids: the inventor of the teabag merely meant to send samples of his tea around in silk sachets, but people ended up dunking the whole packet in hot water; the IKEA revolution began after one of its employees had to take the legs off a table to get it in his car, and voila! The self assembly flat packing revolution began.

Aziz Alkattan says

One of the simplest, most amazing books ever written. If you are interested in marketing, or simply how the human mind works: this is the book for you! Don't worry, you can finish the entire thing in 15 minutes

Asma says

This was an interesting read. Fast but insightful. There were some things that I didn't quite get fast enough, but others I was simply blown by. Also, I LOVE the way this book was presented-- so visual!
